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Japan

**Citrus** 

**Annual** 

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#### **Report Highlights:**

A marginal increase in imports of fresh grapefruit is expected in 2000/01, with sales of Florida grapefruit forecast to reach approximately 11 million cartons (187,000 metric tons). Retailers report the Florida Department of Citrus (FDOC) promotions emphasizing the health benefits of Florida grapefruit are successfully working to increase demand. Japanese mikan (tangerine orange) production for the 2000/01 is expected to decline approximately 21 percent and Japanese traders forecast good sales opportunities for U.S. fresh oranges in 2001. Japanese beverage manufacturers will continue to increase production of citrus juice products in 2001. Imports of grapefruit juice are expected to grow in the 2000/01 season, fueled by the new, improved image of grapefruit and grapefruit juice in Japan as healthy products.

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### **Executive Summary**

Japanese mikan (tangerine orange) production for the 2000/01 is expected to decline approximately 21 percent and Japanese traders forecast good sales opportunities for U.S. fresh oranges in 2001. A marginal increase in imports of fresh grapefruit is expected in the 2000/01 season, with approximately 11 million cartons (187,000 metric tons) of Florida grapefruit. Retailers report the Florida Department of Citrus (FDOC) emphasis on the health benefits of Florida grapefruit is successfully working to increase demand. The Japanese fresh lemon market is fairly stable, however Chilean and South African market share continues to grow due to good pricing and high quality.

Japanese beverage manufacturers will continue to increase the production of citrus juice products in 2001. The market demand for grapefruit juice continues to be fairly strong in the 2000/01 season, significantly affected by the new improved image of grapefruit and grapefruit juice in Japan as healthy products. Orange juice continues to hold its top position in Japan's beverage product arena. Brazil maintains a strong competitive edge in Japan's concentrated orange juice market. Japan's lemon juice market is very stable and continues to receive a good support from Japan's beverage manufacturers and food processors.

#### Low Level Japanese Mikan Production Creates Opportunity for Marketing U.S. Oranges.

The Japanese mikan production for the 2000/01 season is estimated at 1,141,000 metric tons, down approximately 21 percent from the previous year. Reportedly, the quality of this season's mikan is excellent with high sugar contents balanced with good acid levels. Japanese traders expect higher market prices for this year's domestic mikans. However, the quality of early crop varieties are reportedly unstable and season's opening for domestic mikans did not perform as well as the traders expected. In early October, the total supply of mikans to the Tokyo wholesale market was, in volume terms, down 16 percent compared to the same time last year, but price was up just 1 percent. Industry expects price will become much stronger when the quality is stabilized with regular variety mikans, which will appear in the market in mid November. Tokyo's Ohta Market trader explains, "Once the mikan market is stabilized with higher prices, it will create good opportunities for U.S. growers to increase shipments of fresh oranges to the Japanese market."

Japanese early crop mikans are currently traded at Tokyo's Ohta Market at 1,800 - 2,600 yen (\$16.66 - \$24.07) for a 10 kilogram box for small sized fruit, 2,300 - 3,100 yen (\$21.29 - \$28.70) for medium sized fruit and 2,600 - 3,600 yen (\$24.07 - \$33.33) for large sized fruit. Retail prices are largely varied from store to store affected by variations in quality. Tokyo's major supermarket sells at 480 yen (\$4.44) for a plastic bag of 8 large sized mikans (early crop variety) and 398 yen (\$3.68) for a bag of 10 medium sized mikans.

California's Valencia oranges are traded at Tokyo's wholesale market at 2,500 yen (\$23.14) for a 17 kilogram box of large sized fruit (size 72s) and 2,300 yen (\$21.29) for medium sized fruit (size 88s.) Meanwhile, Australian Valencias are traded at 3,800 yen (\$35.18) for a 17 kilogram box of size 72s and 3,300 yen (\$30.55) for size 88s. The shipments for California Valencias end soon for the season and the 2000 new crop California Navels are expected to arrive in Japan in mid November. Currently, Australian Valencias are largely marketed at Tokyo's supermarkets at 100 - 130 yen (\$0.92 - \$1.20) for a large sized fruit and 400 - 500 yen (\$3.70 - \$4.62) for a bag of 6 - 8 medium sized fruit.

Japanese Imports of Grapefruit Projected at 275,000 Tons in 2000/01

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A marginal increase in imports of fresh grapefruit is expected in the 2000/01 season, according to Tokyo traders. Lately, the Japanese grapefruit market has been fairly stable with low warehouse stock levels (approximately 2,000 metric tons.) With last season's unusually high stocks of fresh grapefruit in Japanese warehouses (35,000 - 45,000 metric tons), Japanese traders became extremely cautious in making their decisions for importing grapefruit in the new marketing season. New crop Florida grapefruit arrived in Tokyo in mid October, receiving many good comments by Japanese consumers. Tokyo's Ohta Market trader comments, "Taste is excellent as an early season fruit, with good fruit coloring and plenty of juice." The first shipment of Florida grapefruit was traded at Tokyo wholesale market at 4,000 yen (\$37.03) for a 17 kilogram box of large sized fruit and 3,500 yen (\$32.40) for small sized fruit.

Currently, Florida grapefruit is traded at 3,500 yen (\$32.40) for a 17 kilogram box of large sized fruit and 3,000 yen (\$27.77) for medium to small sized fruit. New crop Florida grapefruit is largely sold as gift packs at premium prices. While, South African ruby grapefruit is traded at 2,000 yen (\$18.51) for a 17 kilogram box of large to medium sized fruit. South Africa's white grapefruit is also traded at a similar price to rubys. Tokyo's major supermarket sells South African grapefruit at 138 yen (\$1.27) and 100 yen (\$0.92) for a large sized fruit and a medium sized fruit, respectively.

#### Florida Department of Citrus Promotes Array of Health Benefits from Florida Grapefruit.

Scientific research shows that grapefruit's folic acid reduces risk of heart disease, stroke and cancer. Japanese retailers and wholesalers report rising sales due to growing awareness of grapefruit's health benefitis and continue to stress health through POP signs and product demonstrations at their store fronts.

In early June, the Fuji television network broadcast an information program called "Aru Aru Dictionary" that focused on health benefits of grapefruit. Nation's stagnated grapefruit market was quickly ignited by this television program, and Japan's record high stocks of approximately 40,000 metric tons of fresh grapefruit disappeared from the distribution system within one month, selling at a rate of approximately 1,500 - 1,700 metric tons of grapefruit a day. The positive effects of the broadcast continue into 2000/01 as retailers continue to refer to the June program in POP materials to boost sales.

#### Israel Plans to Ship 23,000 Tons of Sweeties to Japan in 2000/01.

Israel plans to ship 1.35 million cartons Sweetie grapefruit (23,000 metric tons) in the 2000/01 marketing season, up approximately 14 percent from the previous year. With a load of 200,000 cartons of fresh Sweeties (approximately 3,400 metric tons,) the first season's shipment is scheduled to arrive in Japan in mid November and Israeli shipments continue until early January. Japanese traders comments, "Japanese demand level for Israeli Sweeties is approximately 1 million cartons (17,000 metric tons); therefore, 1.35 million cartons is a little over supply for the Japanese market."

#### Chile and South Africa Continue to Expand Shipments of Fresh Lemons to Japan.

In early summer, Japan's fresh lemon supply shortfall created unusually high market prices for fresh lemons. In July, some Californian lemons were traded at 6,000 - 7,000 yen (\$55.55 - \$64.81) for a 17 kilogram box at Tokyo's wholesale market, twice higher than the normal price. Chile and South Africa immediately responded to this shortfall and increased dramatically their shipments of fresh lemons.

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In August alone, Chile supplied 4,182 metric tons of fresh lemons to the Japanese market, up approximately 80 percent from the previous year, while South Africa shipped 2,216 metric tons of fresh lemons, up 165 percent from the previous year. As a result, Japanese market was flooded with fresh lemons and wholesale prices of lemons have been fairly weak since mid September. Currently, Japanese traders are a little cautious in making their purchasing decisions for fresh lemons.

Currently, fresh lemons from California and Arizona are traded at Tokyo's Ohta Wholesale Market at 3,500 yen (\$32.40) for a 17 kilogram box of large sized fruit (size 95s,) 3,000 yen (\$27.77) for medium sized fruit (sizes 115s and 140s) and 2,500 yen (\$23.14) for small sized fruit (size 165s.) Chilean lemons are also traded at similar prices. Retail prices significantly varied from store to store affected by some stock clearance prices. Fresh lemons are presently sold at Tokyo's supermarkets at 100 - 130 yen (\$0.92 - \$1.20) for a medium sized fruit and 180 - 200 yen (\$1.66 - \$1.85) for a bag of 3 medium sized fruit.

#### Grapefruit's Health Benefits Significantly Encouraged Sales of Grapefruit Juice.

Japanese demand for grapefruit juice continue to be fairly strong in the 2000/01 season, according to trade sources. Similar to the fresh grapefruit market, Japan's grapefruit juice consumption was up significantly since early summer, encouraged greatly by the Japanese television program on the health benefits of grapefruit in early June. Japanese imports were almost doubled during July and August for concentrated grapefruit juice compared to the same time last year.

Japanese beverage manufacturers continue to produce premium quality grapefruit juice products. Kirin Beverage Company produces 100 percent grapefruit juice under Toropicana brand and sells at 258 yen (\$2.38) for a 1000 milliliter paper pack container through nation's retail stores. While, Coca Cola Company produces 100 percent grapefruit juice under Minute Maid brand and markets at 98 yen (\$0.90) for a 250 milliliter paper pack container. Florida's single-strength grapefruit juice products have been selling very well at Japan's convenience stores. Lawson's, a major convenience store chain, continue to market Florida's grapefruit juice under Lawson's private brand, retailing at 130 yen (\$1.20) for a 200 milliliter paper pack container.

#### Japan's Orange Juice Market Continues to be Stable with a Sufficient Supply from Brazil.

Japan imported \$145.8 million (on a CIF basis) of concentrated and single-strength orange juice in the 1999/00 season, up 12.2 percent from the previous year. Brazil's 1999 bumper crop of fresh oranges accounted for much of the gain. With relatively low pricing, Brazil maintains a strong competitive position for marketing concentrated orange juice in Japan, according to a buyer at Tokyo's major trading house. Average import price of concentrated orange juice from Brazil in 1999/00 was \$1.76 per liter on a CIF basis, down approximately 7 percent from the previous season. While, the United States supplied concentrated orange juice at \$2.13 per liter (CIF) during the same period.

Tokyo's supermarket sells Meiraku's 100 percent orange juice at 138 yen (\$1.27) for a 1000 milliliter paper pack container, and Zenno's (Japanese Agricultural Coop) orange juice at 198 yen (\$1.83.) Similar to grapefruit juice products, Kirin Beverage sells Toropicana brand 100 percent orange juice at 258 yen (\$2.38) for a 1000 milliliter paper pack container, and Coca Cola sells Minute Maid brand 100 percent orange juice at 98 yen (\$0.90) for a 250 milliliter container.

The Japanese Government Assesses a High Import Duty on Citrus Products.

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The applicable import duties for citrus products are as follows:

TARIFF CODE (HS)	DESCRIPTION	DUTY RATE (%) (4/1/2000 - 3/31/2001)
0805.10-000	Fresh Orange, Imports during the December - May period	32 %
	Fresh Orange, Imports during the June - November period	16 %
0805.40-000	Fresh Grapefruit	10 %
0805.30-010	Fresh Lemon	Free
2009.11-210	Orange Juice, Frozen, Not more than 10% by weight of sucrose (single-strength)	21.3 %
2009.11-290	Orange Juice, Frozen, More than 10% by weight of sucrose (concentrated)	25.5 %
2009.19-210	Orange Juice, Not frozen, Not more than 10% by weight of sucrose (single-strength)	21.3 %
2009.19-290	Orange Juice, Not frozen, More than 10% by weight of sucrose (concentrated)	25.5 %
2009.20-210	Grapefruit Juice, Not more than 10% by weight of sucrose (single-strength)	19.1 %
2009.20-290	Grapefruit Juice, More than 10% by weight of sucrose (concentrated)	25.5 %
2009.30-211	Lemon Juice	6 %

All duties are charged on a CIF basis.

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## **PS&D** Tables and Trade Matrices

Fresh Orange PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Orango	es			(HECTARE TREES)(100	, ·
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Area Planted	1720	1720	1600	1570	0	1440
Area Harvested	1700	1700	1580	1560	0	1430
Bearing Trees	1020	1020	948	936	0	858
Non-Bearing Trees	36	36	36	18	0	18
TOTAL No. Of Trees	1056	1056	984	954	0	876
Production	21	21	20	21	0	21
Imports	96	96	160	131	0	140
TOTAL SUPPLY	117	117	180	152	0	161
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	115	115	178	150	0	159
Processing	2	2	2	2	0	2
TOTAL DISTRIBUTION	117	117	180	152	0	161

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Orange Juice PS&D Table

PSD Table						
Country	Japan			65	Degrees Brix	
Commodity	Juice, Orange				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Deliv. To Processors	2	2	2	2	0	2
Beginning Stocks	15000	15000	5000	5000	10000	10000
Production	200	200	200	200	0	200
Imports	81705	81789	100000	102328	0	100000
TOTAL SUPPLY	96905	96989	105200	107528	10000	110200
Exports	0	0	0	0	0	0
Domestic Consumption	91905	91989	95200	97528	0	98000
Ending Stocks	5000	5000	10000	10000	0	12200
TOTAL DISTRIBUTION	96905	96989	105200	107528	0	110200

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Fresh Orange Import Trade Matrix

Fresh Orange Im	port Trade Mi	aurix 	<u> </u>
Import Trade			
Matrix			
Country	Japan		
Commodity	Fresh		
	Oranges		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	52221	U.S.	107492
Others		Others	
South Africa	13846	South Africa	11897
Australia	12799	Australia	8210
Spain	9512	Spain	2949
Mexico	5247	Chile	416
Israel	1527	New Zealand	184
Chile	439	Mexico	67
New Zealand	124	Swaziland	43
Cuba	120	South Korea	34
Swaziland	43	Taiwan	18
China	17	China	17
Total for Others	43674		23835
Others not Listed	4		8
Grand Total	95899		131335

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**Orange Juice Import Trade Matrix** 

Orange Juice Imp	ort Trade Ma	itrix	
Import Trade Matrix			
Country	Japan		
Commodity	Juice, Orange		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	20409	U.S.	13980
Others		Others	
Brazil	58759	Brazil	84151
Netherlands	948	Belize	1591
Mexico	536	Netherlands	863
Australia	294	Australia	476
Italy	278	Italy	434
Israel	259	Mexico	326
Barbados	198	Barbados	198
Pakistan	48	Pakistan	168
		Israel	101
Total for Others	61320		88308
Others not Listed	60		40
Grand Total	81789		102328

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Fresh Orange Wholesale Prices Table

Prices Table			
Country	Japan		
Commodity	Fresh Oranges		
Prices in	Yen	per uom	KG
Year	1999	2000	% Change
Jan	309		-49.84%
Feb	333	135	-59.46%
Mar	313	128	-59.11%
Apr	291	141	-51.55%
May	299	151	-49.50%
Jun	299	149	-50.17%
Jul	286	147	-48.60%
Aug	244	146	-40.16%
Sep	205		-100.00%
Oct	185		-100.00%
Nov	154		-100.00%
Dec	168		-100.00%
Exchange Rate	108.75	Local currency/US	

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Fresh Grapefruit PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Grapet	fruit			(HECTARE TREES)(100	, ·
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Area Planted	0	0	0	0	0	0
Area Harvested	0	0	0	0	0	0
Bearing Trees	0	0	0	0	0	0
Non-Bearing Trees	0	0	0	0	0	0
TOTAL No. Of Trees	0	0	0	0	0	0
Production	0	0	0	0	0	0
Imports	266	266	290	274	0	275
TOTAL SUPPLY	266	266	290	274	0	275
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	266	266	290	274	0	275
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	266	266	290	274	0	275

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**Grapefruit Juice PS&D Table** 

Graperrant suice 1 5 cm Table						
PSD Table						
Country	Japan					
Commodity	Juice, Grapefruit				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Deliv. To Processors	0	0	0	0	0	0
Beginning Stocks	2000	2000	2000	2000	2000	2000
Production	0	0	0	0	0	0
Imports	16735	16647	17000	20519	0	22000
TOTAL SUPPLY	18735	18647	19000	22519	2000	24000
Exports	0	0	0	0	0	0
Domestic Consumption	16735	16647	17000	20519	0	22000
Ending Stocks	2000	2000	2000	2000	0	2000
TOTAL DISTRIBUTION	18735	18647	19000	22519	0	24000

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Fresh Grapefruit Import Trade Matrix

Fresh Grapeiruit	import i rade	e Matrix	
Import Trade Matrix			
Country	Japan		
Commodity	Fresh Grapefruit		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	213060	U.S.	215288
Others		Others	
South Africa	30065	South Africa	33459
Israel	15424	Israel	18386
Swaziland	7344	Swaziland	6387
Cuba	422	Cuba	429
China	17	China	22
New Zealand	5	New Zealand	5
Total for Others	53277		58688
Others not Listed	2		2
Grand Total	266339		273978

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**Grapefruit Juice Import Trade Matrix** 

Grapefruit Juice	Import Trade	Matrix	
Import Trade Matrix			
Country	Japan		
Commodity	Juice, Grapefruit		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	14660	U.S.	17403
Others		Others	
Israel	974	Israel	1458
Netherlands	876	Netherlands	717
Australia	104	Cuba	693
		Australia	188
Total for Others	1954		3056
Others not Listed	33		60
Grand Total	16647		20519

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Fresh Grapefruit Wholesale Prices Table

Fresh Grapefruit WI	iolesale Price	s Table	
Prices Table			
Country	Japan		
Commodity	Fresh Grapefruit		
Prices in	Yen	per uom	KG
Year	1999	2000	% Change
Jan	144	142	-1.39%
Feb	152	136	-10.53%
Mar	159	144	-9.43%
Apr	159	144	-9.43%
May	166	134	-19.28%
Jun	172	128	-25.58%
Jul	171	141	-17.54%
Aug	155	143	-7.74%
Sep	146		-100.00%
Oct	152		-100.00%
Nov	157		-100.00%
Dec	150		-100.00%
Exchange Rate	108.75	Local currency/US	

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## Fresh Lemon PS&D Table

DOD TO LE	1					
PSD Table						
Country	Japan					
Commodity	Fresh Lemons				(HECTARE TREES)(100	, ·
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Area Planted	0	0	0	0	0	0
Area Harvested	0	0	0	0	0	0
Bearing Trees	0	0	0	0	0	0
Non-Bearing Trees	0	0	0	0	0	0
TOTAL No. Of Trees	0	0	0	0	0	0
Production	2	2	2	2	0	2
Imports	86	86	90	90	0	90
TOTAL SUPPLY	88	88	92	92	0	92
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	88	88	92	92	0	92
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	88	88	92	92	0	92

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## Lemon Juice PS&D Table

Edition dutied I See I usic						
PSD Table						
Country	Japan					
Commodity	Juice, Lemon				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Deliv. To Processors	0	0	0	0	0	0
Beginning Stocks	2000	2000	2000	2000	0	2000
Production	0	0	0	0	0	0
Imports	10647	10647	0	10900	0	11000
TOTAL SUPPLY	12647	12647	2000	12900	0	13000
Exports	0	0	0	0	0	0
Domestic Consumption	10647	10647	0	10900	0	11000
Ending Stocks	2000	2000	0	2000	0	2000
TOTAL DISTRIBUTION	12647	12647	0	12900	0	13000

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Fresh Lemon Import Trade Matrix

Fresh Lemon Imp	Tort Trade Ma	lu ix	
Import Trade			
Matrix			
Country	Japan		
Commodity	Fresh		
	Lemons		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	74664	U.S.	74902
Others		Others	
Chile	5618	Chile	7883
South Africa	2644	South Africa	4443
Australia	2148	Australia	1191
New Zealand	941	New Zealand	1165
Spain	248	Spain	219
Total for Others	11599		14901
Others not Listed	3		4
Grand Total	86266		89807

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**Lemon Juice Import Trade Matrix** 

Lemon Juice Imp	ort Trade Ma	trix	
Import Trade Matrix			
Country	Japan		
Commodity	Juice, Lemon		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	999	U.S.	1490
Others		Others	
Israel	4343	Israel	4370
Italy	3448	Italy	2485
Argentina	1608	Argentina	2304
Chile	188	Chile	210
Brazil	37	France	23
Spain	20	Spain	12
Thailand	4	Thailand	6
Total for Others	9648		9410
Others not Listed	0		0
Grand Total	10647		10900

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## Fresh Lemon Wholesale Prices Table

Prices Table			
Country	Japan		
Commodity	Fresh Lemons		
Prices in	Yen	per uom	KG
Year	1999	2000	% Change
Jan	248	258	4.03%
Feb	243	242	-0.41%
Mar	227	224	-1.32%
Apr	229	213	-6.99%
May	247	189	-23.48%
Jun	246	195	-20.73%
Jul	238	280	17.65%
Aug	251	284	13.15%
Sep	277		-100.00%
Oct	305		-100.00%
Nov	271		-100.00%
Dec	241		-100.00%
Exchange Rate	108.75	Local currency/US \$	

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Fresh Tangerine PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Tangerines				(HECTARE TREES)(100	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Area Planted	77650	77650	76360	76150	0	74620
Area Harvested	73910	73910	72720	72610	0	71080
Bearing Trees	44346	44346	43632	43566	0	42648
Non-Bearing Trees	6732	6732	6552	6372	0	6372
TOTAL No. Of Trees	51078	51078	50184	49938	0	49020
Production	1471	1471	1622	1704	0	1383
Imports	8	8	7	9	0	8
TOTAL SUPPLY	1479	1479	1629	1713	0	1391
Exports	3	3	5	5	0	5
Fresh Dom. Consumption	1339	1363	1467	1428	0	1285
Processing	137	113	157	280	0	101
TOTAL DISTRIBUTION	1479	1479	1629	1713	0	1391

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Tangerine Juice PS&D Table

PSD Table						
Country	Japan					
Commodity	Juice, Tangerine				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1998		01/1998
Deliv. To Processors	0	113000	0	280000	0	101000
Beginning Stocks	0	10000	0	4000	0	14000
Production	0	11300	0	28000	0	10000
Imports	0	0	0	0	0	0
TOTAL SUPPLY	0	21300	0	32000	0	24000
Exports	0	0	0	0	0	0
Domestic Consumption	0	17300	0	18000	0	19000
Ending Stocks	0	4000	0	14000	0	5000
TOTAL DISTRIBUTION	0	21300	0	32000	0	24000

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Fresh Tangerine Export Trade Matrix

Fresh Tangerine	Export 1 rade	Matrix	
Export Trade Matrix			
Country	Japan		
Commodity	Fresh Tangerines		
Time period	Oct Sept.	Units:	Metric Tons
Exports for:	1998		1999
U.S.	223	U.S.	342
Others		Others	
Canada	2494	Canada	3932
North Korea	117	North Korea	113
Hong Kong	41	Hong Kong	92
Guam	24	Singapore	27
Singapore		Guam	22
			(10.0
Total for Others	2697		4186
Others not Listed	23		38
Grand Total	2943		4566

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Fresh Tangerine Import Trade Matrix

Fresn Tangerine	import 1 rade	Matrix	
Import Trade Matrix			
Country	Japan		
Commodity	Fresh Tangerines		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	1998		1999
U.S.	2311	U.S.	5042
Others		Others	
South Korea	2314	South Korea	1115
Australia	1520	Chile	962
Chile	1493	New Zealand	923
New Zealand	1330	Australia	676
Taiwan	92	Taiwan	87
Netherlands	8		
Total for Others	6757		3763
Others not Listed	3		1
Grand Total	9071		8806

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Fresh Tangerine Wholesale Prices Table

rresn rangerine w	Holesale Frices	T able	I
Prices Table			
Country	Japan		
Commodity	Fresh		
	Tangerines		
Prices in	Yen	per uom	KG
Year	1999	2000	% Change
Jan	263	110	-58.17%
Feb	252	126	-50.00%
Mar	254	133	-47.64%
Apr	571	199	-65.15%
May	1294	988	-23.65%
Jun	877	789	-10.03%
Jul	719	697	-3.06%
Aug	670	677	1.04%
Sep	337		-100.00%
Oct	159		-100.00%
Nov	128		-100.00%
Dec	123		-100.00%
Exchange Rate	108.75	Local	
		currency/US	
		\$	

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## Fresh Citrus, Other PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Citrus,	Fresh Citrus,Other			(HECTARE TREES)(100	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		10/1998		10/1999		10/2000
Area Planted	4860	4860	4710	4620	0	4390
Area Harvested	4840	4840	4700	4600	0	4370
Bearing Trees	2904	2904	2820	2760	0	2622
Non-Bearing Trees	36	36	18	36	0	36
TOTAL No. Of Trees	2940	2940	2838	2796	0	2658
Production	103	103	102	90	0	81
Imports	0	0	0	0	0	0
TOTAL SUPPLY	103	103	102	90	0	81
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	100	100	99	87	0	78
Processing	3	3	3	3	0	3
TOTAL DISTRIBUTION	103	103	102	90	0	81

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Fresh Citrus, Other Wholesale Prices Table

rresn Citrus, Other	vviiolesale FT	ices Table	
Prices Table			
Country	Japan		
Commodity	Fresh Citrus,Other		
Prices in	Yen	per uom	KG
Year	1999	2000	% Change
Jan	237	222	-6.33%
Feb	212	186	-12.26%
Mar	200	155	-22.50%
Apr	219	128	-41.55%
May	230	105	-54.35%
Jun	207	86	-58.45%
Jul	147	65	-55.78%
Aug	129	59	-54.26%
Sep	73		-100.00%
Oct	455		-100.00%
Nov	500		-100.00%
Dec	265		-100.00%
Exchange Rate	108.75	Local currency/US \$	